

INBOUND MISSION

2016 CHINA INBOUND CONSUMER ORIENTED TRADE MISSION TO CA, OR

Monday, Jul 11 - Saturday, Jul 16, 2016
Registration: Monday, May 23 - Friday, Jul 1, 2016
California, Oregon | China | Asia - (inactive)

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

China Consumer Oriented Inbound Trade Mission to California and Oregon

This is an opportunity to meet buyers from China's consumer food products sector.

Imported food is in demand in China. From 2005 - 2015, the amount of imported food trade grew by 4.3 times, with an average annual growth of 17.6%. In 2015, China imported over USD 48 billion of food products. At the same time, the sales channels for imported foods are becoming more diverse, especially with online shopping and the spread of convenience stores.

This strong demand for quality, imported foods and more channels to get these products to Chinese consumers, means more opportunities for US food and beverage companies.

Benefits of Participating:

- Meet one-on-one with pre-qualified buyers from across China
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Make buyer connections in the rapidly growing Chinese market
- All without leaving the Western US

Tentative Event Schedule:

- Los-Angeles: July 11
- San Francisco: July 12
- Sacramento: July 13
- Portland: July 14-16



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Retail and consumer products, Frozen and dried fruits, processed vegetables, snack foods, nuts, health foods, seafood and beverages.

INDUSTRY FOCUS

Retail Products